

Lesson #2
Activity 2.2 Super Target Project Handout

Super Target Project Guidelines

Congrats! You are now the CEO and Board of Directors for Target Corporation!

Your first tasks:

1. Look at the 'store locator' maps for both Wal-Mart and Target. Using what we decided to be an 'ideal location' for a Super Target, try to find an area in Minnesota that does not have a Super Target, but needs one!

Target: click [Here](#) and [Here](#)

Walmart: click [Here](#) and [Here](#)

2. Once you determine an ideal "possible" store location; visit to the city's website, the [US Census website](#), and the [NYT website showing household income levels](#), and also make sure to look up possible competition. These factors are key to determining if this site is good for you.
3. With your group, create a presentation in 'google presentation' or PowerPoint to share your ideal store location and factors that influenced your decision. Guidelines for the presentation are below:

The presentation should include the following:

1. A **small scale map** that *depicts the location for a new Super Target* (use your screenshot skills to do this!) using [Google Maps](#). Check out the [Super Target Presentation](#) to learn how to screenshot and to see examples of small scale and large scale maps and an illustration of land availability.
2. A **large scale map** that *depicts the location of existing Super Target and Walmart stores and the accessibility of transportation to these locations* (use your screenshot skills to do this!) using [Google Maps Earth View](#).
3. An **illustration of land availability** for development. (Hint: Aerial photos work well.) This illustration should show roads available for development, as well as potential building and parking lot sites for the new Super Target. Use [Google Maps Earth View](#).
4. **Population patterns of the city:**

- a. What is the threshold of the area? How do you know that people will shop there?
- b. Explain how you know that the population of the city/surrounding areas can support a Super Target.

5. Population of the hinterland that will also support a Super Target:

- a. Provide the population of the hinterland.
- b. Explain how the population of the hinterland can support a Super Target.

6. Identify at least three additional geographic reasons that support the location and explain how these reasons can be used to support the new Super Target.

Examples of some possible geographic reasons are listed below:

- a. [median income](#) (change maps to 'income - median household income'; zoom in to view specific neighborhoods!)
- b. nearby competition
- c. demand factors - cultural preferences, price, traditions, weather, government policies and/or
- d. population composition - number of workers, number of consumers.

Additional Requirement:

You will need to create a 'bibliography' page on your group's 'google presentation'. This resource page should include ALL websites and resources that your group used during this project. Please put these citations in MLA format.